

ORDER



KSNV

Orders
Order / Rev: 104408
Alt Order #: 06832085
Product Desc: HELLER FOR SENATE
Estimate:
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 07/18/12 / 10/30/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Strategic Media Services, Inc.
Buying Contact:
Billing Contact:
 3299 K St. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Heller, Dean for U.S. Senate *Revised*
Demographic: A35+
Product Codes: PLC01
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	56	\$42,775.00	\$36,358.75
10/29/12	10/30/12	38	\$21,750.00	\$18,487.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	56	\$42,775.00	\$36,358.75	0.00
November 2012	38	\$21,750.00	\$18,487.50	0.00
Totals	94	\$64,525.00	\$54,846.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	29%	\$64,525.00
Market	100%	\$222,500.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$57,850.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$40,050.00
KTUD	1%	\$2,225.00
KVVU	24%	\$53,400.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,450.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/29/12	10/30/12	M-F 5-6a WakeUp w/Wagners	M	5-6a	MT-----	:30	2	\$300.00	2	0.00	NM	2	\$600.00

NEWS

Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 104408
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Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/29/12	10/30/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	2	\$300.002		0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$300.00		0.00			
E 2	KSNV	10/24/12	10/26/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	--W-F--	:30	2	\$300.002		0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W-F--					2	\$300.00		0.00			
E 3	KSNV	10/24/12	10/26/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	--W-F--	:30	3	\$700.001		0.00	NM	3	\$2,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W-F--					3	\$700.00		0.00			
E 4	KSNV	10/29/12	10/30/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	2	\$700.001		0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$700.00		0.00			
E 5	KSNV	10/29/12	10/30/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$600.002		0.00	NM	4	\$2,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					4	\$600.00		0.00			
E 6	KSNV	10/24/12	10/24/12	Today Show Today Show	CM	658a-9am	--W----	:30	2	\$600.002		0.00	NM	2	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					2	\$600.00		0.00			
E 7	KSNV	10/25/12	10/26/12	Today Show Today Show	CM	658a-9am	---TF--	:30	2	\$600.002		0.00	NM	2	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					2	\$600.00		0.00			
E 8	KSNV	10/24/12	10/26/12	M-F Today Show II 3rd HBM M-F Today Show II	CM	9-10a	--W-F--	:30	2	\$275.002		0.00	NM	2	\$550.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W-F--					2	\$275.00		0.00			
E 9	KSNV	10/29/12	10/30/12	M-F Today Show II 3rd HBM M-F Today Show II	CM	9-10a	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$275.00		0.00			
E 10	KSNV	10/29/12	10/29/12	M-F Today Show III 4th HBM Today 4th Hour	CM	10am-11am	M-----	:30	1	\$225.002		0.00	NM	1	\$225.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$225.00		0.00			
E 11	KSNV	10/24/12	10/26/12	M-F Today Show III 4th HBM Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$225.002		0.00	NM	2	\$450.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$225.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
3		KSNV	10/22/12-10/28/12	M-F Today Show III 4th Hr			10am-11am	--WThF----	:30	(\$225.00)	0.00	NM			
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 12	KSNV	10/25/12	10/26/12	Rachael Ray Rachael Ray	CM	11am-12pm	---TF--	:30	2	\$225.002		0.00	NM	1	\$225.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	---TF--		2			\$225.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/22/12-10/28/12	Rachael Ray			11am-12pm	---ThF----	:30		(\$225.00)		0.00	NM		
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 13	KSNV	10/29/12	10/30/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	:30	2	\$225.00	2	0.00	NM	2	\$450.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		2			\$225.00			0.00			
E 14	KSNV	10/29/12	10/30/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$275.00	2	0.00	NM	2	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		2			\$275.00			0.00			
E 15	KSNV	10/24/12	10/26/12	Noon News Noon News	CM	12-1230pm	--W-F--	:30	2	\$275.00	2	0.00	NM	2	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W-F--		2			\$275.00			0.00			
E 16	KSNV	10/24/12	10/26/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$225.00	2	0.00	NM	3	\$675.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	--WTF--		3			\$225.00			0.00			
E 17	KSNV	10/30/12	10/30/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-T-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-----		1			\$225.00			0.00			
E 18	KSNV	10/30/12	10/30/12	Days of our Lives Days of our Lives	CM	1258p-2pm	-T-----	:30	1	\$275.00	2	0.00	NM	1	\$275.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-----		1			\$275.00			0.00			
E 19	KSNV	10/24/12	10/26/12	Days of our Lives Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$275.00	2	0.00	NM	0	\$0.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	--WTF--		3			\$275.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/22/12-10/28/12	Days of our Lives			1258p-2pm	--WThF----	:30		(\$275.00)		0.00	NM		
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	10/22/12-10/28/12	Days of our Lives			1258p-2pm	--WThF----	:30		(\$275.00)		0.00	NM		
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/22/12-10/28/12	Days of our Lives			1258p-2pm	--WThF----	:30		(\$275.00)		0.00	NM		
Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 20	KSNV	10/24/12	10/26/12	The Doctors The Doctors	CM	2pm-3pm	--W-F--	:30	2	\$225.00	2	0.00	NM	2	\$450.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W-F--		2			\$225.00			0.00			
E 21	KSNV	10/29/12	10/30/12	The Doctors The Doctors	CM	2pm-3pm	MT-----	:30	2	\$225.00	2	0.00	NM	2	\$450.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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Advertiser: Heller, Dean for U.S. Senate
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	KSNV	10/29/12	10/30/12	The Doctors The Doctors	CM	2pm-3pm	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$225.00		0.00			
E 22	KSNV	10/29/12	10/30/12	Dr. Phil Dr Phil	CM	3-4p	MT-----	:30	2	\$300.002		0.00	NM	2	\$600.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$300.00		0.00			
E 23	KSNV	10/24/12	10/26/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$300.002		0.00	NM	1	\$300.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/22/12-10/28/12		Dr. Phil		3-4p	--WThF----	:30		(\$300.00)		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/22/12-10/28/12		Dr. Phil		3-4p	--WThF----	:30		(\$300.00)		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 24	KSNV	10/24/12	10/26/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$450.00		0.00			
E 25	KSNV	10/29/12	10/30/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$450.00		0.00			
E 26	KSNV	10/29/12	10/30/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$450.00		0.00			
E 27	KSNV	10/24/12	10/26/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$450.00		0.00			
E 28	KSNV	10/24/12	10/26/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	6	\$1,200.001		0.00	NM	6	\$7,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					6	\$1,200.00		0.00			
E 29	KSNV	10/29/12	10/30/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	4	\$1,200.001		0.00	NM	4	\$4,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					4	\$1,200.00		0.00			
E 30	KSNV	10/29/12	10/30/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MT-----	:30	2	\$1,300.001		0.00	NM	2	\$2,600.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$1,300.00		0.00			
E 31	KSNV	10/24/12	10/26/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WTF--	:30	3	\$1,300.001		0.00	NM	3	\$3,900.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 31	KSNV	10/24/12	10/26/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WTF--	:30	3	\$1,300.00	1	0.00	NM	3	\$3,900.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTF--	3		\$1,300.00		0.00						
E 32	KSNV	10/24/12	10/25/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WT---	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WT---	2		\$1,300.00		0.00						
E 33	KSNV	10/29/12	10/30/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MT-----	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MT-----	2		\$1,300.00		0.00						
E 34	KSNV	10/29/12	10/30/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MT-----	2		\$450.00		0.00						
E 35	KSNV	10/24/12	10/26/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	--WTF--	:30	3	\$450.00	2	0.00	NM	1	\$450.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTF--	3		\$450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/22/12-10/28/12		FacetoFace/Ralston Report	730-758pm		--WThF----	:30	(\$450.00)	0.00	NM				
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	10/22/12-10/28/12		FacetoFace/Ralston Report	730-758pm		--WThF----	:30	(\$450.00)	0.00	NM				
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 36	KSNV	10/25/12	10/25/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$775.00	2	0.00	NM	1	\$775.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$775.00		0.00						
E 37	KSNV	10/29/12	10/29/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$775.00	2	0.00	NM	1	\$775.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$775.00		0.00						
E 38	KSNV	10/29/12	10/30/12	The Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$275.00	2	0.00	NM	2	\$550.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MT-----	2		\$275.00		0.00						
E 39	KSNV	10/24/12	10/26/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$275.00	2	0.00	NM	0	\$0.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTF--	3		\$275.00		0.00						

Order / Rev: 104408
 Alt Order #: 06832085
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 39	KSNV	10/24/12	10/26/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$275.00	2	0.00	NM	0	\$0.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTF--	3		\$275.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/22/12-10/28/12		The Tonight Show		1135p-1237a	--WThF----	:30		(\$275.00)		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	10/22/12-10/28/12		The Tonight Show		1135p-1237a	--WThF----	:30		(\$275.00)		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/22/12-10/28/12		The Tonight Show		1135p-1237a	--WThF----	:30		(\$275.00)		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 40	KSNV	10/27/12	10/28/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----SS	2		\$750.00		0.00						
E 41	KSNV	10/27/12	10/27/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$225.00		0.00						
E 42	KSNV	10/27/12	10/27/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	2	0.00	NM	1	\$325.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$325.00		0.00						
E 43	KSNV	10/27/12	10/27/12	News 3 Today - SATURDAY News 3 Today - SAT	CM	9am-930am	-----S-	:30	1	\$300.00	2	0.00	NM	1	\$300.00
NEWS\															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$300.00		0.00						
E 44	KSNV	10/27/12	10/27/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$450.00	2	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$450.00		0.00						
E 45	KSNV	10/27/12	10/27/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$375.00	2	0.00	NM	1	\$375.00
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$375.00		0.00						
E 46	KSNV	10/27/12	10/27/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$750.00		0.00						
E 47	KSNV	10/28/12	10/28/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$350.00		0.00						
E 48	KSNV	10/28/12	10/28/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$750.00		0.00						
E 49	KSNV	10/28/12	10/28/12		CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00

Order / Rev: 104408
 Alt Order #: 06832085
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Meet the Press											
				Meet the Press											
MTP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S		1		\$3,000.00		0.00					
E 50	KSNV	10/28/12	10/28/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$250.00	2	0.00	NM	1	\$250.00
				News 3 Today											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S		1		\$250.00		0.00					
E 51	KSNV	10/28/12	10/28/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$375.00	2	0.00	NM	1	\$375.00
				Chris Matthews SUN 9:30am											
CM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S		1		\$375.00		0.00					
E 52	KSNV	10/28/12	10/28/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
				NFL Football											
SNFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S		1		\$8,000.00		0.00					
E 53	KSNV	10/28/12	10/28/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
				Sports Night in Las Vegas											
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S		1		\$200.00		0.00					
													Totals	94	\$64,525.00